



## HOW TO SPREAD IDEAS: GROUP EXERCISE 2 – Testing Attributes

<b>Aim</b>	Consider implications of the attributes of good ideas that help or hinder adoption
<b>Group size / Timing</b>	<p>Any, though specifically useful when you have a large group working at tables. Can also be used as a paired exercise if you're faced with rows of facing in an auditorium!</p> <p>Allow 15 minutes discussion time if a table task exercise. About 5 minutes will do if paired in an auditorium.</p>
<b>Preparation</b>	None, though it is helpful to provide a copy of the worksheet or slide for participants to use
<b>Materials</b>	See above
<b>Key points</b>	<ul style="list-style-type: none"> <li>✓ Encourage participants to focus on their specific projects and examples of good practice or ideas.</li> <li>✓ The score does not determine success, it suggests the difficulty and therefore the amount of effort and types of strategies that may need to be employed to support the adoption of the new idea</li> <li>✓ The discussion that takes place at tables is more valuable than the output of the scores</li> </ul>
<b>Options</b>	<ol style="list-style-type: none"> <li>(1) If you have time, ask groups to meet up and present their scoring to another table to see if they would come up with the same conclusions.</li> <li>(2) Ask one or two groups to present back to the whole group</li> <li>(3) Take feedback from each group by taking each attribute in turn and discussing the issues and implications for each</li> </ol>
<b>Step 1</b>	<p>Explain the whole task to the group so they know what they will be doing. They are expected to take the attributes listed below and assess their practice or idea. Evaluate the change using a scale from 1 to 5 where for 1 the change is very weak relative to this attribute, 3 is okay and 5 is very strong relative to this attribute.</p> <ul style="list-style-type: none"> <li>□ Relative advantage of the proposed idea</li> <li>□ Compatibility with current values, practices and structures</li> <li>□ Simplicity of the change and transition</li> <li>□ Testability of the idea</li> <li>□ Ability to observe the change and its impact</li> <li>□ How easy it is to reinvent the idea to suit local circumstances</li> </ul>
<b>Step 2</b>	Have the tables total up their scores and share the scoring in plenary. Discuss the implications and ask those with high scores to explain how and why, and the same for those with low scores.

<b>Step 3</b>	Action Planning – having heard the discussion, ensure each group then has the opportunity to think through the implications for their communications plans and any other spread strategies and plans they may have in place.
---------------	--

For more information  
[Sfraser881@aol.com](mailto:Sfraser881@aol.com)

FURTHER INFORMATION AVAILABLE IN THESE BOOKS BY Sarah Fraser

**“Accelerating the spread of good practice; a workbook for healthcare”, Kingsham Press, UK, 2000**

**“Rolling out your project; 35 tools for healthcare improvers”, Kingsham Press, UK, 2002**

Available from [www.amazon.co.uk](http://www.amazon.co.uk)